

Message Text

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AMEMBASSY ATHENS
AMEMBASSY KUWAIT
AMEMBASSY DOHA
AMEMBASSY MANAMA
AMEMBASSY ABU DHABI
USINT BAGHDAD
AMEMBASSY AMMAN
AMEMBASSY DAMASCUS
AMEMBASSY MUSCAT
AMEMBASSY JIDDA

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E.O. 11652: N/A
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SUBJECT: MEED ARTICLE ON CAGNE

THE LONDON BASED WEEKLY, MIDDLE EAST ECONOMIC DIGEST, APRIL 28, 1978 CARRIES ARTICLE DEPLORING THE DISPERSION OF CAGNE INTO SMALLER UNITS WITHIN USDOC AND PRAISING CAGNE'S ROLE IN BRINGING U.S. BUSINESS INTO THE NEAR-EAST. "CAGNE", ACCORDING TO THE MEED ARTICLE, "WAS THE ONLY GOVERNMENT AGENCY THAT GAVE NUTS AND BOLTS ASSIST-ANCE".

THE REPORTED DISPERSION OF CAGNE INTO SMALLER UNITS, AND ACCOMPANYING REDUCTIONS IN STAFF HAS AROUSED CONCERN IN THE BUSINESS COMMUNITY HERE. THE EMBASSY TOOK PAINS TO ADVERTISE CAGNE'S SERVICES IN MEED, IN THE MAGAZINE
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PAGE 02 LONDON 08521 301809Z

OF THE PRESTIGIOUS MIDDLE EASTERN ASSOCIATION, AND IN REPEATED CONTACTS WITH BOTH BRITISH AND AMERICAN BUSI-NESSMEN. CAGNE'S RAPID AND EFFECTIVE IDENTIFICATION OF POTENTIAL U.S. SUPPLIERS HAS IMPRESSED LOCAL BUSINESS, PARTICULARLY U.K. CONSULTING ENGINEERS, WHO ARE STRONGLY ENTRENCHED IN MANY NEAR EASTERN COUNTRIES. ON NUMEROUS OCCASIONS THEY HAVE SHOWN INTEREST IN CONTACTING U.S.

SUPPLIERS, AND WE HAVE BEEN ABLE TO ASSIST THEM THROUGH CAGNE. RIGHTLY OR WRONGLY THE BREAKUP OF CAGNE, IF TRUE, IS REGARDED IN THE SAME LIGHT AS OTHER MEASURES SUCH AS TAX AND BOYCOTT LEGISLATION WHICH TEND TO HANDICAP THE COMPETITIVE POSITION OF U.S. FIRMS.

THE ASSURANCE OF EFFECTIVE AND RAPID REACTION FROM CAGNE IN RESPONSE TO LOCAL REQUESTS HAS PROBABLY BROUGHT SUBSTANTIAL BUSINESS TO U.S. FIRMS THOUGH EXACTLY HOW MUCH IS, OF COURSE, HARD TO MEASURE. WE HOPE THAT CAGNE WILL CONTINUE TO FUNCTION AS EFFECTIVELY AS IT HAS IN THE PAST, AND WE WOULD WISH TO REASSURE THE BUSINESS COMMUNITY ACCORDINGLY.

STREATOR

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